

# Banyan Tree Lang Co Celebrates 10th Anniversary

*with New Transformative Travel Experiences*

Banyan Tree Lang Co, a pioneer in Vietnam's luxury travel industry, is proud to commemorate its tenth anniversary by introducing a range of transformative travel experiences. Since its establishment, Banyan Tree Lang Co has been dedicated to showcasing the natural beauty and cultural richness of Central Vietnam, and its latest offerings continue to push boundaries and exceed expectations.

## **Redefines Sophistication with the Three-bedroom Seaview Pool Villa**

Nestled on the Annamite Range, the newly launched Three-bedroom Seaview Pool Villa offers an unrivalled experience in Central Vietnam. Boasting a spacious heated infinity-edge pool, three bedrooms with floor-to-ceiling glass windows showcasing the sea view, and an exquisitely designed private living space inspired by Vietnamese traditions and culture, this villa redefines opulence and sophistication.

## **Introducing Biodiversity – "Stay for Good" by Banyan Tree Group**

As part of the "Stay For Good" programme by Banyan Tree Group, the resort's new on-site Biodiversity program aims to inspire guests to immerse themselves in the natural beauty of Banyan Tree Lang Co.

- Bird Watching at Banyan Tree Lang Co: A Connection with Mother Nature

Surrounded by the azure waters of the East Sea and the Annamite Range, Banyan Tree Lang Co provides a haven for a diverse range of bird species. Offering a first-of-its-kind resort activity in Vietnam, Bird Watching invites guests to discover fifteen signature bird species while marvelling at the resort's spectacular natural landscape. This experience fosters a deep connection with Mother Nature and encourages participants to appreciate the intricate details of their surroundings, from the graceful flight of tiny birds over swaying palm trees to the fragrant aroma of green grass and the melodious songs of the avian inhabitants.

- Birds Sanctuary Photo Gallery: Celebrating Wildlife Through Photography

As a new feature at Banyan Tree Lang Co, the Birds Sanctuary Photo Gallery is an open exhibition showcasing captivating bird photographs, supported by local Bird Photographer Duong Thai Dung. The resort warmly welcomes bird enthusiasts and photographers to contribute their own wild bird photos taken during their stays, aiming to enhance public awareness of the environment and biodiversity.

## **Saffron in Lang Co Bay Receives ThaiSELECT Signature Award**

Saffron in Lang Co Bay, known for its authentic Thai cuisine, has been honoured with the prestigious ThaiSELECT Signature award, a mark of certification granted by the Ministry of Commerce of the Royal Thai Government. This esteemed recognition signifies Saffron's exceptional dedication to delivering Thai cuisine with an authentic taste and excellent service. Adorned with traditional Thai or contemporary decorations, Saffron exemplifies the exquisite image and unique flavours of Thai cuisine, evoking a sense of pride among diners.

In celebration of Banyan Tree Lang Co's tenth anniversary, Ms. Taneeya Foocharoen, Minister Counsellor (Commercial) of the Royal Thai Embassy in Vietnam, was present at the resort to present the ThaiSELECT Signature Award to Chef Sivanart Wiphaphakanan, the Head Chef of Saffron.

*"In 2023, we celebrate ten years of exceptional experiences in Central Vietnam, a decade of lifelong memories for our guests, sustainable values for the environment, and economic benefits to our local communities."*

— Glen Cook, Area General Manager of Banyan Tree Lang Co

Banyan Tree Group will open four new properties in Vietnam, starting with the opening of Angsana Ho Tram and Dhawa Ho Tram on 1st June, followed by Angsana Quan Lan (Ha Long Bay) and Garrya Mu Cang Chai (Yen Bai) in late 2023 with a strong pipeline in the coming years in Vietnam's most desirable destinations, including Nha Trang, Quy Nhon, Mui Dinh (Ninh Thuan), Tu Le (Yen Bai), Hoi An, and Da Nang.

For more information on Banyan Tree Lang Co, visit Banyan Tree Lang Co [official website](#).



ORIGINAL URL

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## ABOUT BANYAN TREE GROUP

Banyan Tree Group (“Banyan Tree Holdings Limited” or the “Group”) is one of the world’s leading independent, multi-brand hospitality groups centred on stewardship and wellbeing while offering exceptional, design-led experiences for the global travellers of today and tomorrow. The Group’s diversified portfolio of hotels, resorts, spas, galleries, golf and residences is centred around an ecosystem of 10 global brands, including the award-winning [Banyan Tree](#), [Angsana](#), [Cassia](#), [Dhawa](#) and [Laguna](#), as well as the highly anticipated new brands of [Homm](#), [Garrya](#), Folio and two new Banyan Tree brand extensions, [Banyan Tree Escape](#) and [Banyan Tree Veya](#).

Founded in 1994 on the core concept of sustainability, Banyan Tree Group seeks to create long-term value for all stakeholders and destinations across its network of properties, products and brands, through a purpose-driven mission. With 8,000 associates across 23 countries, Banyan Tree Management Academy (BTMA) was established in 2008 to support the Group’s goals through advancing people development, management excellence, and learning with integrity and meaning.

Banyan Tree Group has received over 3,000 industry awards and accolades since inception over 25 years ago, most recently being named among the Top 25 Hotel Brands in the World by Travel + Leisure. It has also received recognition for its commitment to environmental protection and community development through its Banyan Tree Global Foundation (BTGF), which aligns the Group’s efforts to the United Nations Sustainable Development Goals. Executing on its regionalised growth strategy, the Group’s global footprint continues to grow with over 50 new hotels and resorts under design and construction in the pipeline, in addition to over 60 operating hotels in 17 countries. As a global industry hospitality leader, Banyan Tree Group firmly embeds its mission to be a business that benefits all stakeholders, for the greater good.

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